

ABSTRACT

A system and method for an interactive, computer-assisted on-line auction wherein at least one array of images of objects for auction are scrolled on a display device so that a viewer can view the objects, obtain detailed information regarding objects of interest and submit bids on those objects the viewer desires to purchase. The objects in the array can be sorted into rows and columns by criteria such as manufacturer, type of good, or time until which bids are accepted. The system can include an array for objects that can currently be bid upon and another array for objects that can be bid upon at a future time.

Certain objects of interest to a viewer can be selectively rotated for three-dimensional viewing by clicking on an appropriate button. A viewer can select a plurality of objects of interest, wherein monitoring screens are then composed and displayed on the display device for each selected object, each monitoring screen providing the viewer with an enlarged graphical representation of an object, detailed textual information regarding an object, and information regarding the auction for an object such as current bid price, time remaining to submit a bid and a bid submission box. The system also provides a system of selectively programmable alerts which can use visual or audible cues to alert the viewer to some occurrence, such as a predetermined amount of time remaining to submit a bid on an object.